



Residents' perceptions on urban tourism as a catalyst for economic development: A case study of Buffalo City, South Africa

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Abstract

This study investigates the perceptions of residents of Buffalo City (BC) with regards to urban tourism as a catalyst for economic development in BC. Urban tourism has recently been identified as one of the economic drivers in cities and towns and especially as such, in developing countries. This study also investigates the residents' perceptions on urban tourism and the understanding of economic impacts of tourism in urban areas. The target population in this study involved BC residents as they were the ones who are directly affected by urban tourism. A mixed methodological approach was followed and a total of 120 questionnaires were administered to BC residents, using a convenience sampling method. The findings of the study indicate that the residents deem urban tourism to be a suitable vehicle for economic development in BC. Furthermore, residents acknowledge that urban tourism plays a great role in economic development of BC and that this role should be extended.

Keywords: Buffalo City, perceptions, residents, economic growth, urban tourism.

Introduction

Cities can be the focal point for diverse cultural and social activities which the population engages in, offering opportunities for entertainment, tourism and leisure activities (Page, 1995). Urban tourism plays a key role in tourism and economic development in cities as most urban destinations have a wide variety of attractions. Wober (2002) notes that most major tourism destinations have a wide variety of attractions (or primary elements) plus a deeper array of ancillary services. Additionally, key activities in a tourist city are the range of visitor attractions, the conference and exhibition sector suitability, the arts and entertainment offerings, sport available, hotels, catering and some aspects of the retailing and transport sectors. Wober (2002) underlines that tourists tend to travel throughout the year and their visits are more varied in terms of purpose of trip, length of stay and benefits sought. Current trends show that, tourists are combining shorter summer holidays with short breaks during the rest of the year. Such a tourism tendency has generated a solid urban tourism demand (Wober, 2002).

Page (1995) poses that towns and cities are also places where the population concentrates in a defined area, and economic activities located in the same area are useful to provide the opportunity for the production and consumption of goods and services. Page (1995) further elucidates that urban environments are intrinsically interesting, since much tourist activity has some contact with cities and towns. This clearly shows that urban tourism is an important touristic activity that stimulates the economy in the cities and towns to which tourists flock. Baud-Bovy and Lawson (1998) contend that town facilities are an important feature in tourism, usually achieving a good return on investment because of the diverse market (local, business and tourists), developed infrastructure and local employment. Moreover, the extent to which tourist



facilities are developed varies widely from one town to the next depending on their location and character, as towns and cities serve as gateways to tourist regions and may also be major destinations in themselves Baud-Bovy and Lawson (1998).

BC is considered one of the gateways to the Eastern Cape's tourist corridors (Focus on Buffalo City, 2007). Buffalo City Municipality (2007) reports that tourism products expose exciting opportunities for investors, since there is far-reaching and massive growth potential for economic expansion in both local and international markets. Such tourism products range from beachfront hotels and holiday flats to caravan parks, bed and breakfast establishments, and backpacker hostels, museums and conferencing facilities. Inskeep (1991) describes hotels and other tourist facilities and services as being an integral part of the urban fabric and they thus serve both holiday and business travellers. BC has the potential of attracting both local and international tourists, and as such, benefits as the economic development of the city is supported by needed foreign investment.

Evolution of urban tourism

Inskeep (1991) expresses the idea that during the seventeenth and eighteenth centuries, the famous Grand Tour developed and these initially involved young English aristocrats, being educated for government administrative and diplomatic services and future political leadership, travelling for two to three years on the continent. The Industrial Revolution, commencing in the late eighteenth century in Britain, and then Germany and the rest of Europe, created the basis for modern tourism development. This economic and social revolution greatly increased labour productivity, leading to large scale urbanisation, the rapid growth of the middle class, better education levels, more leisure time and greater demand for recreational opportunities (Inskeep, 1991).

Inskeep (1991) reasons that urban tourism has grown to become a major socio-economic activity of the world. He has highlighted several factors which have influenced the growth of tourism in urban areas i.e. greater disposable income available for travel; less working hours and a large number of employees who receive paid holidays and annual vacations, thus providing leisure time for travel; higher education levels and greater awareness of other areas of the world, leading to a desire of more persons to travel; rapid and dispersed economic development leading to greatly increased business travel; and major improvements in transportation including air travel services and highway networks. The evolution of urban tourism has led to a need for some authors to try and define what exactly constitutes urban tourism.

Urban tourism defined

Inskeep (1991) maintains that urban tourism is a very common form of tourism that takes place in large cities where tourism may be important but is not yet a primary activity of the urban area. Hotels and other tourist facilities and services are described as an integral part of the urban fabric and serve both holiday and business travelers (Inskeep, 1991). In the same vein, Law (1993) refers to urban tourism as a complex activity which is interlinked in a particular milieu and enables cities to attract visitors. Interestingly, the European Commission (2002) defines urban tourism as the set of tourist resources or activities located in towns and cities and offered to visitors from elsewhere.

Having reviewed the definitions of urban tourism, it is important to consider the elements that form an integral part in urban tourism. The elements of urban tourism as highlighted below in Figure 1 are presented in a concept to show the relationship that they all possess. Law (1993) presented

a model which shows the elements of tourism in urban areas, this model highlights the primary, secondary and additional elements of the urban tourism system. Law (1993) notes that the higher up the hierarchy a product is classified, the more it is able to attract visitors from distant areas.

As is clearly depicted in Figure 1, primary elements are the main tourist attraction in cities, followed by secondary elements e.g. hotels and catering facilities and shopping facilities, and lastly by the additional elements, although least important according to the model these elements play a vital role in urban tourism, and these include: accessibility and parking facilities, tourist facilities and information offices

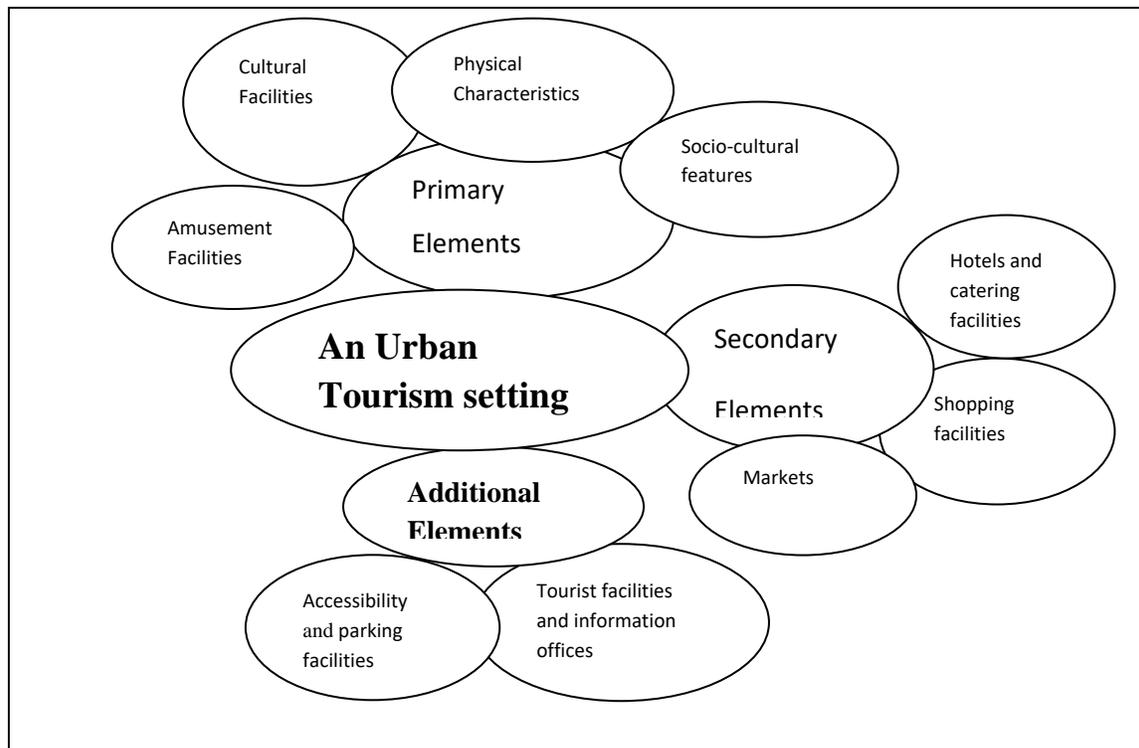


Figure 1: The elements of urban tourism (Source: Law, 1993)

Urban tourism in Buffalo City

According to the Buffalo City Municipality (2007), BC is already an established tourism destination preferred by many locals as possessing 'something different', and has a special ambience. On the other hand Law (1993) maintains that cities are already tourist centres. If the industry is to play a larger role in the economy then it must substantially increase in size. This will mean attracting hundreds of thousands of extra tourists to bring in the extra income that will create jobs. In addition, in order to bring in more tourists the tourism resources must be expanded.

Urban tourism in BC has led to economic development in that there are quite a number of attractions and tourism products in the city *i.e.* museums, theatres, beautiful beaches, conference, restaurants, and accommodation facilities, and this is where job opportunities are created. Buffalo City Municipality (2007) elucidates that BC has a heritage appeal *i.e.* Museums: Gately House, home of leading local figure in business and municipal affairs in the 19th century, the national monument containing well preserved family heirlooms; the BC museum, one of the most comprehensive natural history museums in South Africa (SA).



Buffalo City Municipality (2007) elaborates that the city possesses excellent architecture, with several well-preserved examples of 19th century constructions, neo-classical buildings and fine war memorials, the foundation stone of splendid City Hall laid in 1897, with its clock tower commemorating the diamond jubilee of Britain's Queen Victoria, the Guild Theatre, home of performing arts, and the Bryant Art Gallery. Each of these are well worth a visit. Cities are arguably the most important type of tourist destinations across the world, with large populations, facilities such as museums, shops, theatres and even sports have been developed to a high standard for local people, and these have drawn visitors from at least the wider region where they are in evidence (Law, 1993).

Urban tourism in the Eastern Cape (EC)

Buffalo City Municipality (2007) argues that tourism is identified as a sector capable of providing a strategic economic boost for what is considered to be a predominantly rural province. The report further notes that the Eastern Cape province has a variety of attractions which cover every aspect required by holidaymakers i.e. forests and waterfalls of Amatola Mountains, the varied natural beauty of the phenomenal Wild Coast, long expanses of pristine beaches, rich culture and history. Moswete, Thapa, Toteng, and Mbaiwa (2008) indicate that the availability of principal tourism resources within and around urban centres and the development of supporting resources, such as accommodation and transport facilities and services, can create job opportunities and facilitate poverty alleviation.

The province of EC is rich in culture and heritage and according to the Buffalo City Municipality (2007) the province's selling features have even more value in that they offer close proximity, quality of life, and affordability. Buffalo City Municipality (2009) further elucidates that EC is the proud home of a world heritage site (Baviaanskloof Mega Reserve) that is remarkable for its biodiversity and abundance of flora, some found only in this province. Urban tourism has become widely recognised by local authorities in SA as a mechanism through which development can be attained, yielding benefits for the host community (Binns & Nel, 2002). Furthermore, Binns and Nel (2002) show that in smaller towns, impressive activities are being pursued i.e. in the small town of Humansdorp in the EC province, an imposing African cultural centre was built, based on the area's cultural and archaeological heritage. Moreover, the promotion of local arts, crafts and cultural festivals features particularly prominently across the province i.e. the Grahamstown Arts Festival which is globally renowned (Binns and Nel, 2002).

Urban centres are portals for tourists interested in cultural heritage, historical sites, and natural resources (Moswete *et al*, 2008). Visitors to urban areas have the opportunity to explore distinct communities, while discovering a wealth of cultural diversity. Furthermore, Moswete *et al.*, (2008) elaborate that urban areas are service centres to the rural hinterland and provide lodging facilities, and they also act as hubs from which day trips can be launched to surrounding towns and villages. On a provincial level, tourism in cities is seen as very crucial in that there are cultural villages, arts and cultural projects that are being initiated throughout the province, and these projects play a crucial role in bringing economic benefits to such regions which are critical in efforts to uplift disadvantaged communities.

The impact of urban tourism

Tourism as a vehicle for economic development is even more realistic for destinations in developing countries with interesting tourism attractions (Vanhove, 2005). Urban tourism, in addition to its basic economic benefits of generating income and employment, can be an important technique for helping support urban facilities and services such as theatres and



museums. Paying for historic preservation and infrastructural improvements, can all be vital forces for inner-city redevelopment and revitalisation (Inskeep, 1991).

Buffalo City Municipality (2007) observes that tourism is valued as one of the leading contributors to a sustainable South African economy. The report maintains that, the tourism industry is one of the fastest growing sectors as well as one with the best chance to create significant job opportunities that can further nurture patriotic pride and reduce poverty. The industry employs many thousands directly whilst creating even more indirect employment opportunities and playing an important part in the further stimulation of the stagnating economy (Buffalo City Municipality, 2007).

According to the Department of Environmental Affairs and Tourism (2007), tourism in SA has been identified as one of the country's key economic sectors, with excellent potential for growth. It is a sector that has managed to create jobs, while increasing its contribution to Gross Domestic Product (GDP). Binns and Nel (2002) hold that SA is regarded as a medium income country, and is characterised by tremendous social inequality and high levels of poverty. They further stated that in 1998, the tourism industry contributed 8.2% of SA's GDP and 7% of total employment. Tourism's potential for job creation is considerable and is particularly important in the light of significant job losses in SA in recent years. The importance of tourism as an anchor for growing local economies is critical in SA's smaller urban centres (Binns & Nel, 2002).

Moswete *et al* (2008) elucidate that urban centres are now increasingly being targeted for renewal and economic development through tourism promotion in both developed and developing countries. Additionally, there are numerous successful examples of urban regeneration and economic growth, especially in SA. Moswete *et al* (2008) further cited that initially, SA's tourism industry was largely focused on wildlife and nature, and lacked major policy initiatives to develop urban communities, especially during the apartheid period. However, Moswete *et al* (2008) conclude that recently intensive planning and development has created excellent examples of urban tourism development in major South African cities such as Cape Town, Durban, Port Elizabeth, and Johannesburg.

Economic impacts of urban tourism

Tourism is increasingly being viewed by many national and local governments as a mechanism to aid the regeneration of the ailing economies of cities (Page, 1995). Cooper, Fletcher, Gilbert, Shepherd and Wanhill (1998) point out that the economic significance of tourism is determined not only by the level of tourism activity that taking place, but also by the type and nature of the economy being considered. The authors identify positive economic impacts of tourism, and suggest that the benefits accrue when tourists spend their money on a wide variety of goods and services. Cooper *et al.*, (1998) noted that, tourists purchase accommodation, food and beverage, transport, communications, entertainment services and goods from retail outlets. However, there can be negative aspects to the economic impact of tourist expenditure; these together with the positive economic impacts of tourism in urban areas are discussed in the following subsections.

Economic benefits of urban tourism

Page (1995) observes that economic benefits accrue to tourism destinations, which then creates employment opportunities and stimulates the development process in resorts and localities, the author further discusses that for the local population, it is often argued by proponents of tourism development, that investment in tourist and recreational facilities provides a positive contribution to the local economy. Urban tourism, according to Page (1995) produces three types of employment, and these are:



- ✓ Direct employment in tourism establishments;
- ✓ Indirect employment in the tourism supply sector; and
- ✓ Induced employment or additional employment as locally employed residents spend the money earned from the results of tourism related income circulates in the urban economy

Furthermore, tourism is also regarded as a sector that brings economic benefits to the country, region, or city, Page (1995) cited some of the economic benefits of tourism for urban areas as:

- ✓ The generation of income for the local economy;
- ✓ The creation of new employment opportunities for the city;
- ✓ Improvements to the structure and balance of economic activities within the locality; and
- ✓ Encouraging entrepreneurial activity

Buffalo City Municipality (2007) explains that promotion of tourism is being intensified due to its enormous potential for Small Medium and Micro Enterprises and for job creation since this sector is so job-intensive, this means that tourism within the area of BC also play a role in encouraging entrepreneurial activity. However, Vanhove (2005) suggests that each coin has two sides; there is no economic activity or project without costs.

Economic costs of urban tourism

Vanhove (2005) contends that a high inflow of tourists during a season can provoke a rise in prices of many goods and services in the tourist region. Durandt *et al.*, (1994) as quoted by Vanhove (2005), cautions that it is indisputable that in cities and tourist areas the prices for products and services are in general higher than in cities or regions where there is little or no tourism. The author further explains that in holiday resorts the prices for tourist services are higher in the peak season than in the rest of the year.

Vanhove (2005) disputes that the upswing of prices is presumably greater in poor regions than in richer ones, tourists can afford to buy items at high prices, therefore retailers increase their prices of existing products and provide more expensive goods. Vanhove (2005) elaborates that the two consequences of increased prices include firstly, that local residents have to pay more for their goods and services; and secondly, retailers selling to tourist can afford to pay higher rents and taxes, which are passed on to the consumer.

Despite the economic disadvantages associated with urban tourism, Page (1995) elucidates some of the problems associated with tourism in urban areas, such problems are listed below:

- ✓ Tourism is a fickle industry, being highly seasonal and this has implications for investment and the type of employment created;
- ✓ The demand for tourism can easily be influenced by external factors e.g. political unrest, unusual climatic and environmental conditions;
- ✓ The motivation for tourist travel to urban destinations is complex and variable and constantly changing; and
- ✓ Many cities are becoming alike, this means that once an idea for urban economic development is successful in one location, the concept diffuse to other places



Urban tourism and economic sustainability

Vanhove (2005) describes economic sustainability as a level of economic gain from the activity which is sufficient to cover the cost of any special measures taken to cater to the tourists and to mitigate the effects of the tourists presence or to offer an income appropriate to the inconvenience caused to the local community visited. Economic sustainability must aim to meet the economic needs and aspirations of the residents in the long run (Vanhove, 2005).

Ritchie and Crouch as cited by Vanhove (2005) suggest some considerations that may be influential in determining economic sustainability, they suggest that tourism should benefit the many, not just a few; utilisation of local labour should be encouraged; and any efforts to enhance job security will improve economic sustainability. By keeping economic balance in urban areas, the economic challenges associated with such areas will be easily mitigated.

Dutton and Hall (1989) as stated by Page (1995) identified six mechanisms which may help in achieving a realistic approach to tourism planning. These mechanisms are identified as follows:

- ✓ Tourism planning should be cooperative and based on integrated control systems, to foster cooperation and mutual concern for increased benefits from such an approach;
- ✓ Industry coordination mechanisms are to be developed;
- ✓ Consumer awareness of sustainable and non-sustainable options needs to be raised, including the benefits of visitor management;
- ✓ Producer awareness of the benefits of sustainable tourism planning is to be promoted;
- ✓ Strategic planning supersedes conventional planning approaches, requiring all interested parties to make firm commitments to sustainable objectives; and
- ✓ There is a great concern for the planning requirements for a quality tourist experience, with a view to the long-term sustainability of the tourism product, while enhancing the attraction of the urban destination

Research objectives

The main objectives of the study were to establish whether the residents of BC regard urban tourism as a vehicle for socio-economic development or not. Additionally, to determine the extent to which urban tourism plays a role in the economic development of the city.

Research methodology

Research design

The research design involved both a qualitative and quantitative approach to research. Both research methods helped to determine the contribution of urban tourism, and its importance as a vehicle for economic development in BC. Veal (2006) points out that the qualitative approach to research involves gathering a great deal of information about a small number of people, and that the information collected is generally not presentable in numerical form. Much leisure and tourism research involves the collection, analysis and presentation of statistical information (Veal, 2006).

The author further explains that quantitative approach to research involves statistical analysis, and it relies on numerical evidence to draw conclusions or test hypotheses. However the author argues that the qualitative and quantitative research can become somewhat partisan when used independently, and that it is widely accepted that the two approaches complement one another. It is important to note that although qualitative and quantitative methods are two different approaches to research, sometimes they can be used together as Veal (2006) indicates that



sometimes the information collected can be qualitative in nature but is presented in quantitative form.

Qualitative research

The qualitative approach to research is generally not concerned with numbers, it involves gathering a great deal of information about a large number of people (Veal, 2006). Veal (2006) elaborates that the information collected is generally not presentable in numerical form. Interestingly Corti and Thompson (2004) elucidate that qualitative data are collected across a range of social science disciplines. Moreover, such data include interviews, whether in-depth or unstructured, individual or group discussion, fieldwork diaries and observation notes, structured and unstructured diaries. Additionally, Struwig and Steady (2001) contend that qualitative research is found in many subject fields such as management sciences, sociology, anthropology, archaeology, psychology, social work, education and history. Qualitative research relies excessively on theory to provide a framework of what to research (Struwig and Steady, 2001).

Quantitative research

The quantitative approach to research involves statistical analysis, it relies on numerical evidence to draw conclusions or test hypothesis (Veal, 2006). Furthermore, Veal (2006) states that to be sure of the reliability of the results it is often necessary to study relatively large numbers of people and to use computers to analyse the data. In the same vein, Hammersley (1992) as quoted by Brannen (2004) quantitative research uses numbers, and is also concerned with behavior.

Henning (2004) elucidates that in a quantitative study the focus will be on control of all the components in the actions and representations of the participants, she further stresses that, the variables will be controlled and the study will be guided with an acute focus on how variables are related. Struwig and Stead (2001) describe quantitative research as a form of conclusive research involving large representative samples and fairly structured data collection procedures. Struwig and Steady (2001) reason that the primary role of qualitative research is to test hypothesis.

Sampling

Veal (2006) states that in most survey research it is necessary to sample, and this is mainly because of cost. It is not usually possible to gather data from all the people, organisations or other entities which are the focus of the research.

Random sampling was used in this study in order to minimise and avoid bias in the sample. This method of sampling ensures that all members of the population have an equal chance of inclusion in the sample (Veal, 2006). The population of the study constituted residents who live within the area of BC, such residents were sought in areas including, the bus stations within the city centre and the Quigney area, government departments and other tourism stakeholders residing within the area of BC i.e. tour operators were also included in the population.

Data collection methods

Primary data sources

Primary data sources are considered as the collection of facts that are gathered from the original sources and are collected especially for the research problem (Apleni, Mxunyelwa & Vallabh, 2017). In the case of this study, the questionnaires which were distributed were used as primary data.



Secondary data sources

Secondary data sources used for this study included the collection of information from a limited range of books on urban tourism, peer reviewed academic journals that contain literature on urban tourism, government sources, and some policy briefs.

Methods of analysing data

The data collected by means of a questionnaire survey were analysed by using the Statistical Package for the Social Sciences (SPSS). Veal (2006) elucidates that SPSS deals with the analysis of data from questionnaire surveys. SPSS can also be used to analyse data from other sources. Although the package is ideally suited to dealing with numerical data, it can also handle non-numerical data concludes (Veal, 2006).

Ethical Approval and Consent issues

The following ethical principles were observed in the study:

- ✓ Informed consent – all possible or adequate information on the goal of the investigation, procedures which would be followed during the investigation, the possible advantages, disadvantages and dangers to which the respondents may be exposed, and the credibility of the researcher be rendered to potential subjects or their legal representative;
- ✓ Voluntary participation – the participation from the respondents was of their free will, to take part in the research or not to take part; and
- ✓ Participants were informed about the study and its purpose.

Demographic profile of the respondents and how they were selected

The demographic profile of the respondents included their gender, age, occupational status, race, educational qualifications, and their place of residence. Furthermore, a random sampling approach was used to select the respondents. The respondents were selected in various areas of Buffalo City. These areas include Quigney, Braelyn, Gompo etc. Lastly, respondents between 18 years of age and above were targeted in the study.

The questionnaire - aspects covered and results

The questionnaires were administered by the researcher with the assistance from trained field workers to all intended respondents. The respondents were given sufficient time to respond to the all the questions. This happened through their consent.

The questionnaire design for this study included closed or pre-coded and questions. The closed or pre-coded questions provide the respondents with alternative statements or answers to choose from. Veal (2006) clearly states that a closed or pre-coded question is one where the respondent is offered a range of answers to choose from, either verbally or from a show card or, in the case of a self-completed questionnaire, having the range of answers set out in the questionnaire and usually being asked to tick boxes.

The questionnaire design of this study consisted of the following sections:



- ✓ Section A, which focused on resident perceptions and attitudes regarding economic, social, and environmental impacts of urban tourism;
- ✓ Section B, dealt with the overall impact of urban tourism, the residents expectations regarding the development of urban attractions; and
- ✓ Section C, which focused on the demographic profile of the respondents, including their gender, age, occupational status, and their place of residence.

Pilot study

Pilot surveys relate particularly to questionnaire surveys, but can in fact relate to trying out any type of research procedure (Veal, 2006). The pilot survey for this study was carried out to test questionnaire wording, and question sequencing. Veal (2006) furnishes that it is always advisable to carry out one or more pilot surveys before embarking on the main data collection exercise.

De Vos (2001) concurs with Veal (2006) in explaining that in all cases it is essential that newly constructed questionnaires must be thoroughly pilot-tested before being utilised in the main investigation. Pilot-testing ensures that errors can be rectified immediately at little cost. It does not matter how effective the sampling or analysis of the results is, it remains a fact that ambiguous questions lead to non-comparable responses (De Vos, 2001).

Significance of the study

This study has contributed towards slightly enhancing and improving the limited knowledge on urban tourism studies in local communities in SA and particularly BC. Recommendations could possibly be used by the Buffalo City Municipality for planning and management of urban tourism at the present time and also in the future.

Analysis used

The Statistical Package for the Social Sciences (SPSS) software was used to analyse data for this study. SPSS deals with the analysis of data from questionnaire surveys (Veal, 2006). Additionally, Veal (2006) contends that SPSS can also be used to analyse data from other sources. Although the package is ideally suited to dealing with numerical data it can also handle non-numerical data. Such software assisted in generating graphs, pie charts, etc. (Veal, 2006).

Interpreting the results

Gender

Figure 2 below presents the results of the respondents in terms of gender, as illustrated, the majority (55%) being males, compared to the 45% which was made females.

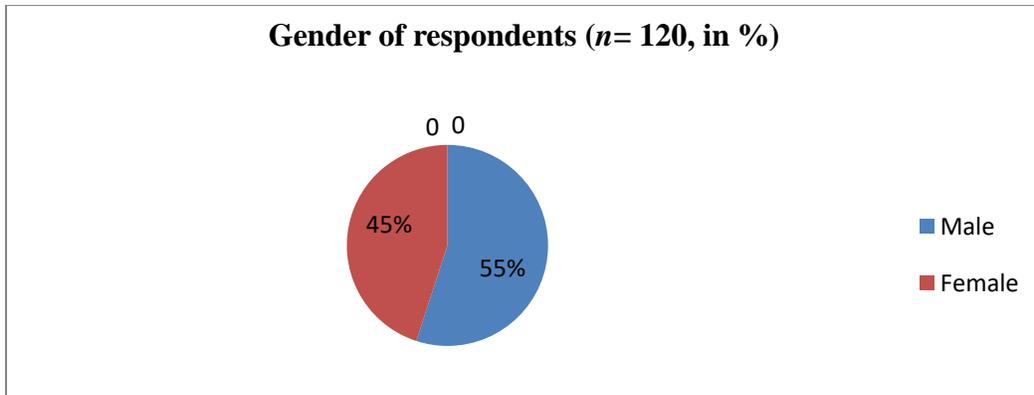


Figure 2: Gender of respondents (n=120, in %).

Age

The age group of respondents as shown in Table 1 below indicates that about 50.8% of the respondents were between the ages of 21-30 years. Furthermore, 20.8% were between 31-40 years of age. Moreover, respondents within the age group of 18-20, and 41-50 consisted of 19.2% and 5.8% respectively. On the other hand, respondents between the groups of 51-60 and 61 and above comprise the least percentages with 2.5% and 0.8% in that order. This could be informed by the fact that people in those age groups prefer to stay at home and spend time with their families, compared to the youth who are believed to be more sociable.

Age group (Years)	Total (n=120)
18-20	19.2
21-30	50.8
31-40	20.8
41-50	5.8
51-60	2.5
61>	0.8

Race

As clearly depicted in Table 2, the majority (76.7%) of respondents were blacks in terms of race. This could be attributed by the fact the city is dominated by blacks as compared to White, Indian and Coloured population. Whites consisted of 13.5%, while Coloureds and Indians were made up of 7.5% of respondents respectively.

Race	Total (n=120)
Black	76.7
White	13.3
Coloured	7.5
Indian	2.5

Educational level of respondents

The Table below clearly indicates that the majority of the respondents were well educated as 50.7% of them had completed a diploma/ degree. These results may be influenced by the two universities i.e. Walter Sisulu University and University of Fort Hare including colleges that are situated in the city. Those with matric or senior certificate comprised of 33.3%. Moreover, respondents who had completed a post graduate degree comprised of 10%, followed respectively



by 2.5% of respondents who had completed grade 11, and 1.7% of respondents who did not attend school at all.

Educational level	Total (n=120)
No school	1.7%
Matric	33.3%
Diploma/ Degree	50.7%
Post graduate	10%
Other	3.3

Occupation status

Table 4 below depicts the occupation status of respondents with the majority (48.3%) being individuals who are self-employed, this is possibly so because, of the fact that BC is made up of many small businesses. Interestingly, 25.8% of the respondents were students, again this could be influenced by the universities and colleges situated in the city. Additionally, respondents who were part-time workers and those self-employed are almost in the same margin as they comprised of 10.8% and 9.2% respectively. Unemployed individuals comprised the least percentage which is 5.8%.

Occupation	Total (n=120)
Full time	48.3
Student	25.8
Self Employed	10.8
Part time	9.2
Unemployed	5.8

Place of residence

The majority of respondents reside within the areas of Southernwood and Quigney. As it shown above, 29.2% of respondents stay in Southernwood, followed by 21.7% of respondents who stay in Quigney. This could be attributed by the fact that both Southernwood and Quigney are suburban areas that are close to the city. Furthermore, 12.5% of the respondents stay in Amalinda, while 7.5% of the respondents stay in Cambridge, followed by 6.7% of respondents who stay in Beacon Bay. Those in Buffalo Flats comprised of 4.2%, followed by Greenfields which comprised 3.3% of respondents. Braelyn and Gonubie consisted the least percentages of respondents with 2.5% and 1.7% in that order. The remaining 10.8% consisted of respondents from areas such as Bunkershill, Dorchester Heights, Duncan Village, Mdantsane, Nahoon, Orange Grove, Sunnyside, Vincent Park and West Bank and these are the city's surrounding areas.

Place of residence	Total (n=120)
Southernwood	29.2
Quigney	21.7
Amalinda	12.5
Cambridge	7.5
Beacon Bay	6.7
Buffalo Flats	4.2
Greenfields	3.3
Braelyn	2.5
Gonubie	1.7
Other	10.8



Resident perceptions and attitudes

In an attempt to get views of the residents regarding the economic, social and environmental impacts of urban tourism, a traditional Likert Scale was used. Respondents were requested to indicate their level of agreement i.e. strongly agree, agree, neutral, disagree, strongly disagree along a list of given statements. In certain instances the results have been grouped (SA+A and SD+D) to gain a better understanding. The results are presented as follows:

Urban tourism as a contributor to economic development in East London

In Table 6 below respondents were requested to indicate their level of agreement with the statement that urban tourism contributes positively towards the economic development of East London. The results reveal that 80.8% of the respondents agree with the statement, while 12.5% of the respondents were neutral. Only 6.6% of the respondents disagreed. This result clearly indicates that urban tourism is very crucial in the economic development of BC.

Level of agreement	Total (n=120)
Strongly agree	27.5
Agree	53.3
Neutral	12.5
Disagree	5.8
Strongly Disagree	0.8

Urban tourism benefits the local population

In terms of the benefits to the local population, 66.7% of those surveyed agree that urban tourism benefits the local population as shown in Table 7 below. Law (1993) is of the view that the money which tourists spend at urban facilities, such as concerts and theatres, may make these activities more economically viable, which will be of benefit to the local community. On the other hand, only 21.7% of the respondents were neutral. Lastly, 11.6% of the respondents disagreed with the statement.

Level of agreement with a statement	Total (n=120)
Strongly Agree	17.5
Agree	49.2
Neutral	21.7
Disagree	8.3
Strongly disagree	3.3

Discussion based on research results

The majority (78%) of BC residents perceive urban tourism as a catalyst for socio-economic development within the city. Furthermore, most (82%) of the city's residents believe that social and economic activities are being driven largely by urban tourism. Tourism in urban areas is very important in that, it brings together both the social and economic activities, which might benefit local residents. On the other hand, the majority (68%) of the respondents have indicated that the beachfront and Quigney area should be further developed or refurbished in order to attract more visitors.



The results obtained from the respondents support this view. Besides, Inskeep (1991) is of the view that tourism in urban areas has grown to become a major socio-economic activity due to factors such as higher education levels and greater awareness of other areas, leading to a desire to travel; rapid and dispersed economic development leading to greatly increased business travel; and major improvements in transportation including air travel services and highway networks.

Conclusion and recommendations

The majority of the respondents indicated that urban tourism plays a great role in the economic development of BC. Urban places are centres where tourists service their needs, by consuming goods and services within cities tourists automatically contribute to the city's economy. The money spent by visitors could result in the creation of employment for the local community. This, in turn, could encourage more entrepreneurial activities within BC. The findings of this study revealed that residents of BC view urban tourism as a catalyst for economic development. In this light, the Eastern Cape Tourism Board, government at all levels, together with Tourism Buffalo City as major stakeholders of tourism should place more emphasis on the sustainable development of tourism products in and around BC.

The issue of community involvement and awareness programs with regards to urban tourism should be addressed, so as to eliminate any negative consequences. Potential areas for further development such as Gompo, East London harbour, Mdantsane, Orange Grove, and Ziphuzana as highlighted by residents could augment urban tourism in the city. Perhaps the sustainable development of such areas should be considered in the financial plan of Tourism Buffalo City in the long term. The secondary data generated also reveals that, such areas are rich in history, culture and heritage, hence investing in the development of heritage and cultural products such as Duncan Village Massacre, Heroes Park, Duncan Village Garden of Remembrance and Wall of Fame could further contribute to the socio-economic upliftment of the standards of living of the local residents through urban tourism benefits.

Limitations

This study focused mainly on urban tourism in BC. Therefore, its results should be considered in the context of urban tourism in the area of BC only. Moreover, the lack of recently published local and national statistics on urban tourism, especially statistics and information relating to the study of urban tourism in BC should not be overlooked. Lastly, even though a concerted effort has been made, lack of resources made it impossible for the study to cover the whole area of BC and every individual residing within the city.

Future research direction

This study, although very limited in scope, highlights the understanding of the general perceptions of BC residents with regards to urban tourism and its impact in the economic development of the city. Further research initiatives should be conducted on the impact of urban tourism on the environment of BC. In light of the hosting of popular tourism-related events such as the Annual Iron Man and its related development, particularly on infrastructure, another study of this nature is recommended to determine if there has been a change of perceptions in this regard when it comes to other tourism impacts, both the positive and the negative.



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